

A G E N D A
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
January 19, 2021
4:00 PM

A. CALL TO ORDER

1. The meeting will be held electronically pursuant to the Continuity of Government Ordinance adopted by the Board of Supervisors on April 14, 2020 and readopted on September 8, 2020. The meeting will have a live audio broadcast accessible through Zoom. Citizen comments may be submitted via email to EDA Secretary Christopher Johnson at Christopher.Johnson@jamescitycountyva.gov.
2. Join Zoom Meeting

B. ROLL CALL

1. Roll Call
2. Electronic Meeting Resolution

C. APPROVAL OF MINUTES

1. Minutes for Approval - December 15, 2020

D. FINANCIAL REPORTS

1. Financial Reports for Approval - December 2020

E. CLOSED SESSION

F. NEW BUSINESS

1. Start Peninsula

G. OLD BUSINESS

H. LIAISON REPORTS

I. DIRECTOR'S REPORT

1. Director's Report

J. UPCOMING DATES OF INTEREST

1. LPGA Pure Silk Championship - tentatively May 20-23, 2021

K. ADJOURNMENT

ITEM SUMMARY

DATE: 1/19/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Join Zoom Meeting

Join Zoom Meeting
<https://us02web.zoom.us/j/81233275489>

Meeting ID: 812 3327 5489

Dial-in audio (choose any):

+1 646 558 8656
+1 301 715 8592
+1 312 626 6799
+1 669 900 9128
+1 253 215 8782
+1 346 248 7799

Meeting ID: 812 3327 5489

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	1/12/2021 - 5:23 PM

ITEM SUMMARY

DATE: 1/19/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Electronic Meeting Resolution

ATTACHMENTS:

	Description	Type
	Electronic Meeting Resolution	Resolution

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	1/12/2021 - 5:24 PM

RESOLUTION

ECONOMIC DEVELOPMENT AUTHORITY ELECTRONIC MEETING HELD JANUARY 19, 2021

- WHEREAS, on March 24, 2020 the James City County Board of Supervisors (the “Board”) adopted an emergency Ordinance to ensure the continuity of government in response to the coronavirus pandemic negatively affecting the health, safety, and welfare of the citizens of James City County (the “County”); and
- WHEREAS, on April 14, 2020 and again on September 8, 2020, the Board readopted the continuity of government Ordinance (the “Ordinance”), which, under certain circumstances, permits the Board and its subordinate boards, committees, and commissions to conduct regularly scheduled, special, or emergency meetings solely by electronic or telephonic means without a quorum of members physically present (a “Virtual Meeting”); and
- WHEREAS, the James City County Economic Development Authority is a subordinate board appointed by the Board and is therefore eligible to conduct a Virtual Meeting; and
- WHEREAS, the James City County Economic Development Authority desires to conduct a Virtual Meeting on January 19, 2021 at which time those items listed on the agenda attached hereto (the “Agenda”) will be considered; and
- WHEREAS, each of the members of the James City County Economic Development Authority have reviewed each the items listed on the Agenda and have determined that consideration of each is necessary to ensure the continuation of the essential functions of the government during the emergency described in the Ordinance.
- NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority of James City County, Virginia, hereby finds and declares that immediate consideration of each of the items set forth in the Agenda is necessary to ensure the continuation of essential functions of the government during the emergency declared by the Board and further described in the Ordinance.

Vince Campana
EDA Chairman

ATTEST:

Christopher Johnson
EDA Secretary

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
CAMPANA	_____	_____	_____
MEREDITH	_____	_____	_____
NICE	_____	_____	_____
STANKO	_____	_____	_____
STOCKTON	_____	_____	_____
TINGLE	_____	_____	_____
TURNER	_____	_____	_____

Adopted by the Economic Development Authority of James City County, Virginia, this
19th day of January, 2021.

ITEM SUMMARY

DATE: 1/19/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Minutes for Approval - December 15, 2020

ATTACHMENTS:

	Description	Type
	Minutes for Adoption	Minutes

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	1/12/2021 - 5:24 PM

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING

December 15, 2020
4:00 PM

**THE MEETING WAS HELD ELECTRONICALLY PURSUANT TO THE CONTINUITY OF
GOVERNMENT ORDINANCE ADOPTED ON APRIL 14, 2020, BY THE BOARD OF
SUPERVISORS OF JAMES CITY COUNTY, VIRGINIA.**

**THE MEETING WAS CONDUCTED VIA ZOOM WITH PUBLIC ACCESS PROVIDED
THROUGH INTERNET AUDIO AND VIDEO, AS WELL AS TELEPHONIC AUDIO.
COMMENTS ON AGENDA ITEMS WERE ACCEPTED BY EMAIL SUBMISSION TO THE
ECONOMIC DEVELOPMENT AUTHORITY (EDA) SECRETARY.**

A. CALL TO ORDER

Mr. Campana called the meeting to order at 4:01 p.m.

B. ROLL CALL

Vince Campana, Chair
Lynn Meredith
Brandon Nice
Joe Stanko
Carlton Stockton
Tom Tingle, Vice Chair
William Turner

Also Attending:

Christopher Johnson, EDA Secretary
Jeff Wiggins, EDA Fiscal Agent
Liz Parman, EDA Counsel
Adam Kinsman, County Attorney
Kate Sipes, Assistant Director, Economic Development
Laura Messer, Tourism and Marketing Coordinator, Economic Development

C. CONTINUATION OF THE ESSENTIAL FUNCTIONS OF GOVERNMENT

Resolution Adoption - EDA Electronic Meeting, December 15, 2020

A motion to Approve the Resolution was made by Carlton Stockton; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Nice, Stanko, Stockton, Tingle, Turner

Absent: None.

Mr. Campana referred to the resolution in the Agenda Packet addressing the fact that the meeting was being held in an electronic format pursuant to the Continuity of Government Ordinance adopted by the Board of Supervisors, due to social distancing guidelines issued in response to the COVID-19 outbreak.

D. APPROVAL OF MINUTES

1. Minutes Adoption - November 17, 2020

A motion to Approve was made by Tom Tingle; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Nice, Stanko, Stockton, Tingle, Turner

Absent: None.

E. FINANCIAL REPORTS

1. November 2020 Financial Reports

A motion to Approve was made by Carlton Stockton; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Nice, Stanko, Stockton, Tingle, Turner

Absent: None.

Mr. Wiggins presented the revenue and expense reports for November 2020.

Mr. Tingle noted the rent revenue from Billsburg Brewery and asked if full rent was being collected after the adjustments were made due to the COVID-19 Pandemic.

Ms. Sipes responded that Billsburg Brewery was paying full rent each month, with two months of deferred rent still outstanding and set to be repaid over the upcoming year.

F. NEW BUSINESS

1. James River Commerce Association Dues

Mr. Johnson referred to the memorandum in the Agenda Packet, noting a recent meeting of the James River Commerce Association Board of Directors where the annual dues paid by each property owner in the James River Commerce Center were raised from \$61.48/acre to \$92.22/acre. Mr. Johnson noted the EDA owned two parcels for a total of 98.8 acres, resulting in an increase for the upcoming 2021 annual dues payment from the amount budgeted of \$6,075 to approximately \$9,111. Mr. Johnson further noted that a budget amendment was not required at this time, but may be required before the end of the fiscal year.

A brief discussion regarding activity in the James River Commerce Center followed.

2. Election of Officers

A motion to Approve Mr. Vince Campana as EDA Chair for 2021 was made by Tom Tingle; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Nice, Stanko, Stockton, Tingle, Turner
Absent: None.

Mr. Johnson noted EDA officers serve for one year and for the past several years have been elected at the December meeting for the upcoming calendar year. Mr. Johnson asked for nominations from the floor for the positions of Chair and Vice Chair for calendar year 2021.

Mr. Tom Tingle nominated Mr. Vince Campana for the position of Chair.

Mr. Campana accepted the nomination.

A motion to Approve Mr. Tom Tingle as EDA Vice Chair for 2021 was made by Carlton Stockton; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Nice, Stanko, Stockton, Tingle, Turner
Absent: None.

Mr. Carlton Stockton nominated Mr. Tom Tingle for the position of Vice Chair.

Mr. Tingle accepted the nomination.

3. 2021 Meeting Calendar

A motion to Approve was made by Carlton Stockton; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Nice, Stanko, Stockton, Tingle, Turner
Absent: None.

Mr. Johnson presented a draft meeting calendar for January through December 2021, noting the proposed calendar was based on keeping the meetings on the third Tuesday of each month with a 4:00 p.m. start time. Mr. Johnson noted the draft calendar proposed the December 2021 meeting be held on the second Tuesday to avoid holiday conflicts, and further noted the EDA could choose to make additional changes if so desired.

No changes were proposed for the draft calendar, which was approved as presented.

G. OLD BUSINESS

There were no old business items.

H. LIAISON REPORTS

Mr. Campana asked if any of the EDA Directors had a Liaison Report to offer.

Mr. Tom Tingle noted the Real Estate Holdings Committee had met just prior to the EDA meeting to discuss several projects proposed as possible projects in the James River Commerce Center. Mr. Tingle indicated these projects were not yet developed fully enough to request EDA action or feedback, and expected additional information to develop in 2021.

I. DIRECTOR'S REPORT

Mr. Johnson extended thanks to the Directors, especially Ms. Lynn Meredith, for assistance and cooperation regarding the virtual Celebration of Business event held in November 2020.

Mr. Tingle noted Mr. Stephen Moret's keynote address demonstrated impressive knowledge and familiarity with James City County and the Greater Williamsburg Partnership.

There was general consensus among the EDA that the event was successful and Mr. Moret was an excellent choice for keynote speaker.

Mr. Johnson mentioned the Start Peninsula event, also held in November, and noted Mr. William Turner had generously served as a judge for this year's final event.

Mr. Turner spoke of several of the start-ups that presented at the event, noting the top three scoring presenters each won \$5,000 toward further development of their business. Mr. Turner spoke enthusiastically of the event, done virtually this year, and his willingness to serve again as a judge next year.

Mr. Turner, Mr. Johnson, and Ms. Messer expressed pleasure with the virtual format and the benefits that could be replicated in future years.

Mr. Johnson referred to the Director's Report in the Agenda Packet and asked if there were any specific questions; there were none.

J. UPCOMING DATES OF INTEREST

Mr. Johnson noted plans were in progress for the Ladies Professional Golf Association PureSilk Championship at Kingsmill Resort for 2021.

K. ADJOURNMENT

1. Adjourn until January 19, 2021

A motion to Adjourn was made by Carlton Stockton; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Nice, Stanko, Stockton, Tingle, Turner

Absent: None.

At approximately 4:23 p.m., Mr. Campana adjourned the Authority.

Christopher Johnson, Secretary
Economic Development Authority

Vince Campana, Chair
Economic Development Authority

ITEM SUMMARY

DATE: 1/19/2021

TO: The Economic Development Authority

FROM: Jeffrey Wiggins - EDA Fiscal Agent

SUBJECT: Financial Reports for Approval - December 2020

ATTACHMENTS:

	Description	Type
☐	Expenditure Report	Exhibit
☐	Revenue Report	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	1/12/2021 - 5:24 PM

JAMES CITY COUNTY
EXPENDITURES- ALL FUNDS

James City County

11-Jan-21

jccExp: Year (2021) Period (6)

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
(021) EDA							
(259) EDA Operating							
021-259-0200	ADVERTISING	\$500.00	\$0.00	\$0.00	\$506.00	(\$6.00)	101.20%
021-259-0205	PROMOTION	\$45,701.00	\$0.00	\$0.00	\$6,700.90	\$39,000.10	14.66%
021-259-0220	TRAVEL AND TRAINING	\$1,000.00	\$0.00	\$0.00	\$150.00	\$850.00	15.00%
021-259-0222	LOCAL TRAVEL	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	0.00%
021-259-0235	ANNUAL AUDIT	\$10,726.00	\$0.00	\$0.00	\$10,581.00	\$145.00	98.65%
021-259-0319	OFFICE SUPPLIES	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00	0.00%
021-259-0710	LEGAL SERVICES	\$6,000.00	\$500.00	\$0.00	\$3,000.00	\$3,000.00	50.00%
021-259-5900	REGIONAL ECON DEVEL SUPPORT	\$34,500.00	\$0.00	\$0.00	\$34,500.00	\$0.00	100.00%
021-259-5902	VA HIGH SPEED RAIL	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0.00%
021-259-5903	JAMES RIVER COMMERCE CTR-OPS	\$21,575.00	\$0.00	\$9,775.00	\$257.96	\$11,542.04	46.50%
021-259-5904	MAINLAND FARM OPER EXPENSES	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-5915	MARINA PROPERTY	\$101.00	\$0.00	\$0.00	\$0.00	\$101.00	0.00%
	Subtotal (259) EDA Operating:	\$121,903.00	\$500.00	\$9,775.00	\$55,695.86	\$56,432.14	53.71%

JAMES CITY COUNTY
EXPENDITURES- ALL FUNDS

James City County

11-Jan-21

jccExp: Year (2021) Period (6)

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
	Subtotal (021) EDA:	\$121,903.00	\$500.00	\$9,775.00	\$55,695.86	\$56,432.14	53.71%

**JAMES CITY COUNTY
REVENUE- ALL FUNDS**

11-Jan-21

James City County

jccRev: Year (2021) Period (6)

Ledger ID	Ledger Description	Revised Budget	MTD Realized	YTD Realized	Unrealized	Actual %
<u>(021) EDA</u>						
<u>(305) Use of Money & Prop</u>						
021-305-3511	INTEREST REVENUE	\$3,500.00	\$1,078.02	\$2,149.04	\$1,350.96	61.40%
	Subtotal (305) Use of Money & Prop:	\$3,500.00	\$1,078.02	\$2,149.04	\$1,350.96	61.40%
<u>(308) Charges for Services</u>						
021-308-3400	LEASE INCOME	\$14,725.00	\$0.00	\$14,725.00	\$0.00	100.00%
	Subtotal (308) Charges for Services:	\$14,725.00	\$0.00	\$14,725.00	\$0.00	100.00%
<u>(309) Miscellaneous</u>						
021-309-3972	BOND FEE REVENUE	\$15,000.00	\$5,437.50	\$8,410.15	\$6,589.85	56.07%
021-309-5915	MARINA PROPERTY	\$49,173.00	\$0.00	\$10,927.28	\$38,245.72	22.22%
	Subtotal (309) Miscellaneous:	\$64,173.00	\$5,437.50	\$19,337.43	\$44,835.57	30.13%
<u>(398) Carryforwards</u>						
021-398-3705	CARRYFORWARD ENCUMBRANCES	\$9,775.00	\$0.00	\$0.00	\$9,775.00	0.00%
	Subtotal (398) Carryforwards:	\$9,775.00	\$0.00	\$0.00	\$9,775.00	0.00%
<u>(399) Fund Balance</u>						
021-399-3100	FUND BALANCE	\$29,730.00	\$0.00	\$0.00	\$29,730.00	0.00%
	Subtotal (399) Fund Balance:	\$29,730.00	\$0.00	\$0.00	\$29,730.00	0.00%
	Subtotal (021) EDA:	\$121,903.00	\$6,515.52	\$36,211.47	\$85,691.53	29.71%

ITEM SUMMARY

DATE: 1/19/2021

TO: The Economic Development Authority

FROM: Laura Messer, Tourism and Marketing Coordinator

SUBJECT: Start Peninsula

James City County hosted Start Peninsula in 2020, and the annual report for the event is attached. 2020 was the final year of the current memorandum of understanding (MOU), which expires in June 2021. A new document is being created that reflects event changes to better suit the event. The only item of note regarding the new MOU is that the funding will increase due to updated census numbers. Start Peninsula is funded at \$0.10 per capita. Staff recommends approving authorization for the EDA Secretary to execute a new memorandum of understanding for a five-year term pending review by EDA legal counsel.

ATTACHMENTS:

	Description	Type
▣	Start Peninsula Annual Report	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	1/12/2021 - 5:25 PM



2020 Start Peninsula Activity Report

December 2020

OVERVIEW OF START PENINSULA

Start Peninsula (Start) began in 2012 as an informal weekend entrepreneurial start-up event held in the fall and produced by the Peninsula Technology Incubator. The event location and host locality has rotated between three Peninsula localities (Hampton, Newport News and Greater Williamsburg) since its inception. The event's purpose was to encourage people to come with a business idea and work on it over three days with business leaders and mentors to emerge with a valid business concept to launch. Over the past eight years, Start has had:

- 240 business ideas pitched - 54% were women and/or minority-owned
- 24 winners - 33% were women and/or minority-owned

In 2016, the Economic/Industrial Development Authorities of the Cities of Hampton, Newport News, Poquoson and Williamsburg and the Counties of James City and York entered into a Memorandum of Understanding (MOU) to provide financial support and encourage a more formalized structure for the event. The MOU states that the parties will fund the event for five years with an option to continue if the parties agree. The Peninsula Chamber of Commerce also is party to the MOU and serves as the Fiscal Agent of Start.

The MOU sets forth the general structure of the event and says that it is to be operated by a Core Team, made up of staff from each of the MOU communities, which is overseen by the Economic Development Directors of each community.

As outlined in the MOU, each host locality is responsible for:

- Serving as Chair of the Start Core Team Committee
- Determining the appropriate venue for the event
- Establishing an annual budget
- Creating the program agenda
- Securing business mentors, judges, event speakers and sponsors
- Implementing a promotional and marketing campaign
- Coordinating with the Fiscal Agent to enter into any necessary agreements
- Preparing an annual report for the MOU stakeholders

Supporting Our Entrepreneurs

Start is about supporting entrepreneurs and small businesses by building the Peninsula's capacity to engage in entrepreneur-focused economic development. Start events help create awareness of the Peninsula's efforts to become champions of entrepreneurs. Many former Start participants have continued onward towards success in regional activities, such as participating in the 757 Accelerator.

Small businesses and entrepreneurs are the backbone of community economic development. They have the unrivaled potential to create jobs and invest into local communities. Many of these types of companies tend to show more creativity than larger companies by introducing novel products and ideas into the marketplace. According to the U.S. Small Business Administration

2020 Small Business Profile, there are 31.7 million small businesses in the United States, which is 99.9% of businesses in the U.S., equaling 60.6 million employees of small businesses or 47.1% of U.S. employees. This profile also states that small businesses created 1.6 million net jobs in 2019. Firms employing fewer than 20 employees experienced the largest gains, adding 1.1 million net jobs.

New Startup Firms in the Hampton Roads Planning Region		
	Hampton Roads	Virginia
1st Qtr. 2019	519	4,387
2nd Qtr. 2019	442	4,302
3rd Qtr. 2019	109	1,093
4th Qtr. 2019	439	4,219
Total	1,509	14,001

Source: Virginia LMI Data

Investing in growing the small business community is critical to the Peninsula’s overall economic development strategy and maintaining the entrepreneurial ecosystem.

Format Changes and COVID-19

Following the 2019 event, the Start Core Team took feedback from previous years and planned to pivot the 2020 event from a weekend-long marathon to multiple smaller micro pitch competitions with a “playoff” final event. This format change allowed a refresh for the pitch competition and allowed pitchers to work on their pitches for a longer period of time, which the Start Core Team hoped would build better ideas. The Start Core Team agreed to connect participants to members of their networks that may be beneficial. All regional economic development directors were in favor of this format change and agreed for 2020 to be a trial of this new event format. For additional details, please see Attachment A, “Proposal for a Changing Entrepreneurial Landscape.”

In spring 2020, the COVID-19 pandemic hit and all in-person events were canceled. The Start Core Team decided to proceed with a virtual format, utilizing Zoom for the micro pitch competitions. The group planned to move forward with three micro pitch events, however the ongoing “quarantine” caused difficulty with registering pitchers. One event slated for July, and then moved to August, was ultimately canceled.

Two micro pitch competitions were held in September and October with a final event in November. Each micro pitch competition had three winners and two alternates based on scoring.

The Start Core Team decided that three winners and two alternates would all participate in the main event because only two micro pitch competitions were held.

2020 START ACTIVITIES

In many ways, 2020 was unprecedented due to the new “virtual environment.” Start had to be more flexible than ever before. At all events in 2020, participants were allowed to utilize props and a slide deck unlike in prior years.

Budget

The budget was more fluid this year than in years past because of expenditures being far less, due to a virtual format (see Attachment B – Budget/Actual). As part of the goals adopted for Start in 2016, it was decided that any funds collected over and above the main event expenses would be used to further Start and help promote activities that make Start more visible to the Peninsula entrepreneurial community.

One significant expenditure was a refresh of the Start website for the 2021 event.

At each micro pitch competition, finalists and alternates received a prize of \$500 and \$200 respectively, as long as they participated in the main event in November. This added an additional potential cost of \$3,800. If a participant was a winner at the main event, they forfeit their micro pitch prize in lieu of the \$5,000 prize. Adding the small cash prizes ensured that finalists and alternates would participate in the main event. These amounts may need to be adjusted in the future, based on the number of micro pitch competitions moving forward.

There was also a reduction in expenditures because Start did not renew its administrative contract with Association Builders.

Judges

In 2020, the new virtual format allowed for a variety of judges to participate.

September Micro Pitch

- Rachel Frazier, William & Mary
- Jeff Johnson, Tech Center Research Park
- Blake Luse, Ferguson Ventures

October Micro Pitch

- Rachel Frazier, William & Mary
- Jeff Johnson, Tech Center Research Park
- Gary Behm, Local Angel Investor

November – Final Event

- Carlton Campbell, Anthem, Inc. and the City of Hampton Economic Development Authority
- Daniel Clark, 757 Angels

- Ian Frazier, 757 Accelerate
- Rachel Frazier, William & Mary
- William Turner, WellsFargo and the James City County Economic Development Authority

The judging rubric was updated and transferred to Google Drive, so that all judges could participate remotely in score tabulation. The judging rubric is included as Attachment C.

Additional Resources

In 2020, Start Peninsula added additional value to participants in the micro pitch competitions by offering free legal consultations with an IP and Patent Attorney during sessions. This concept worked very well and can be replicated in future years with other sector specialists, such as financial and marketing services.

Finalists and alternates also received access to the CrimDell Small Business Network, a partnership between graduate students at William & Mary and the Small Business Development Center. This partnership was paid for by the Small Business Development Center for up to 20 hours of free services. CrimDell focuses on all aspects of small business.

Main Event

The pitcher order for the main event was chosen at random and the lineup was as follows:

- | | |
|-----------------------|----------------------|
| 1. Opready | 6. Chair One Fitness |
| 2. Stasis | 7. 4.0 Inventions |
| 3. Wave Coffee Brewer | 8. AGENZ |
| 4. 13b Baker & Bistro | 9. Barre By the Bay* |
| 5. Universal Cure | 10. Hottrok |

*Barre By the Bay chose not to pitch at the final event.

The Start Core Team engaged with a former participant, Safety Nailer, as the keynote speaker for the November event. They pitched and won at Start Peninsula in 2018 with their first product, the framing nailer. The product is a patented tool making hand nailing easier, protecting fingers and reducing nail buckling. In 2020, Safety Nailer pitched on Shark Tank and received an offer of \$100,000 from three sharks. Safety Nailer has since added additional products to their company including the finish nailer, a patent pending carpenter pencil sharpener and holder and ModernTray. Safety Nailer is owned by Kristen Eifes and Drew Zirkle. Safety Nailer is committed to designing and manufacturing a line of tools emphasized in safety and efficiency throughout the world. They are a Woman Veteran Owned Small Business.

START OUTCOMES FOR 2020

Attendance – Approximately 134 people attended the micro pitch events and main event. The combined admission and pitch ticket sales generated \$1,202; \$1,100 after fees.

	Registered	Attended
September Micro Pitch	34	33
October Micro Pitch	46	38
Main Event	82	63
Total	162	134

Attachment E provides a list of businesses who signed up to pitch and a summary of the products or services they were offering.

Winners

In November, three finalists were chosen as the winners of Start:

- **Chair One Fitness** is a comprehensive chair-based dance fitness program created for individuals who have complications standing or are unable to stand during a fitness regimen.
- **Hottrok** is a performance-based tiling substrate that serves as a radiant heat carrier. It is the only substrate on the market that readily accepts warm wire and has both thermal and acoustic insulating properties.
- **Wave Coffee Brewer** is a coffee brewing system that works for K-Cups in a microwave oven.

Each winner received \$5,000 to fuel their business growth and a complimentary six-month community membership to Launchpad, the Greater Williamsburg Business Incubator. This membership provides access to meeting rooms (eight hours/month access to conference rooms in the William & Mary Entrepreneurship Hub), access to Entrepreneurship Hub events, educational programs, and mentor network, as well as locker space.

2020 START MARKETING & PROMOTIONAL ACTIVITIES

Promotion for the event consisted of traditional and digital marketing efforts including press releases, flyers, Pitch Perfect workshops and social media posts on four platforms: Facebook, Twitter, LinkedIn and Instagram.

Traditional Marketing

Press Releases: In 2020, four separate press releases were issued about the event (see Attachment D).

- June: Format change announcement

- September: Micro pitch event winners announced
- October: Micro pitch event winners announced
- November: Winners announced

Press Coverage:

- On June 25, the *WYDaily* published a story about the format change of Start Peninsula. <https://wydaily.com/local-news/2020/06/25/this-micropitch-competition-in-williamsburg-may-be-just-what-you-need-to-fuel-your-business-heres-how-you-can-get-in-on-the-action/>
- On June 30, the Virginia Gazette published a story about the format change of Start Peninsula.
 - <https://www.pilotonline.com/viriniagazette/va-vg-start-peninsula-0701-20200630-v3cup6ypyvdx3aydmq6q7ygney-story.html>
 - <https://www.dailypress.com/viriniagazette/va-vg-start-peninsula-0701-20200630-v3cup6ypyvdx3aydmq6q7ygney-story.html>
- On Oct. 9, *Inside Business* featured the October micro pitch competition on its weekly calendar. <https://www.pilotonline.com/inside-business/vp-ib-calendar-1012-20201009-obizago4ubclpehxyvwudn4utm-story.html>
- On Nov. 12, *Inside Business* featured an article about Start Peninsula winners as the lead story in the daily email newsletter. This article was also featured on the *Daily Press* and *Virginian Pilot* websites.
 - <https://www.dailypress.com/business/vp-ib-start-peninsula-1116-20201112-egmdjrckmzhinmb6iimvsphmkq-story.html>
 - <https://www.pilotonline.com/inside-business/vp-ib-start-peninsula-1116-20201112-egmdjrckmzhinmb6iimvsphmkq-story.html>
- On Nov. 12, Richmond Inno featured a link to the Start Peninsula webpage in their newsletter. https://connect.bizjournals.com/index.php/email/emailWebview?mkt_tok=eyJpIjoiT0dWa1l6ZzNaREJrWW1NdylsInQiOiJIMVU5ckZqeGN5WndoYWdKTTdWSzJERTJ0cGRvWVwvTGVKY0Y4YnRTYVF2NXlrWfK0MXdYUU9iS3Nxd0la0tgU2pSWEc1OGIDWk1VelR6QXI0U1lkMm5aR2NRVUh4T01NR21ldVNxWfVQQ05HYnU4d1JuUVNXUIM0SmxiTWxhbnpDZk5qZmwwUkwzZTI1Q3l0dmlzM3N3PT0ifQ%3D%3D
- On Dec. 8, *Inside Business* featured an article about keynote speaker, Safety Nailer, as the lead story in the daily email newsletter. This article was also featured on the *Daily Press* and *Virginian Pilot* websites.
 - <https://www.dailypress.com/business/vp-ib-safety-nailer-1207-20201208-yrkversl4feq5dxirf3radwaqq-story.html>
 - <https://www.pilotonline.com/inside-business/vp-ib-safety-nailer-1207-20201208-yrkversl4feq5dxirf3radwaqq-story.html>

Digital Marketing

The total digital marketing reach for Start Peninsula 2020 is approximately 30,000 individuals.

Website: The website was updated for the 2020 event including changing the logo, location and other information. Press releases were added to the website as they were posted.

Website traffic remains strong. Visitor traffic totaled 1,600 visits from 1,414 unique visitors between April 1, 2020 and Nov. 6, 2020. There were 3,807 page views.

Event Calendars: The event was posted to more than a dozen online calendars including *WYDaily*, *Virginia Gazette*, *Daily Press*, *Virginian Pilot*, *Hampton Newport News Daily*, *Local Scoop*, Gloucester, Greater Williamsburg Chamber & Tourism Alliance, York Chamber and Startwheel.

Newsletter Marketing: News about Start Peninsula was featured in numerous email newsletters throughout the year.

Network/Newsletter Impressions	
Meetup Launchpad members	272
Meetup 757 Business members	2,889
Start Peninsula newsletter recipients	570
StartWheel newsletter recipients	1,596
Totals members/recipients	5,327

Social Media

Facebook

A series of Facebook events were created and received good engagement organically and through being sponsored.

In total, page likes grew from 600 to 616. This is a 2.6% growth for the year.

Social Media	# of posts	# impressions	# engagements
Twitter	80	13,495	406
Facebook	35	10,172	302
Instagram	4	229	30
Linkedin	75	1,534	121
TOTAL (Contract Requirement 52)	194	25,430	859

Other Marketing Efforts

Localities: Each of the localities marketed the event through their own channels including local TV channels, websites, newsletters and social media posts.

Partners: This year, Start paired with multiple regional partners who assisted Start in promoting the event through their organization's communications including newsletters, social media and website promotions.

- **757 Accelerate** featured the event on multiple social media posts.
- **Startwheel** featured the event in their newsletter, website and social media.

Pitch Perfect events: Seven pitch perfect events were held on Zoom. These events were facilitated by Tim Ryan, president of Arcphor, and Gary Plaag, president of Couragio Consulting. Total attendance was 64 as some people attended multiple events. Pitch Perfect has proven to help people succeed at Start Peninsula. Eight of the ten who were selected to pitch in the Start Peninsula main event attended a Pitch Perfect event and all three winners attended a Pitch Perfect session.

Pitch Perfect	Registered	Attended
April 22	9	7
May 13	28	6
May 28	22	7
June 25	22	9
August 13	42	12
September 9	18	5
October 28	34	18
Total	175	64

Micro Pitch Competitions

Facebook helped to drive awareness and participation in the September and October micro pitch events, with both events totaling more than 3,949 in reach and 35 interested.

All events are posted on Eventbrite for tracking. In total, there were 2,622 clicks on Eventbrite.

OTHER ACTIVITY IN 2020

In 2020, the Start CoreTeam began tracking the investments received by former winners. Winners have raised \$8.3 million in capital as of December 2020.

- AnswersNow - \$1.5 million
- Formatically - \$1.4 million
- Instant Teams (formerly Mad Skillz) - \$2 million
- Occasion Genius - \$3.2 million

- Vestalyze - \$200,000

2020 DEBRIEF SUMMARY

Surveys were conducted through Survey Monkey. Overall, great feedback for the 2020 event from both judges and pitchers.

Pitcher Comments

- Just wanted to say thank you for the great experience!
- Create a Facebook group for local entrepreneurs to interact and get feedback on the various topics you all cover.
- The pitch event feedback was crucial and provided growth to me and my team.

Outreach specific

- Possibly have a social media graphic for people to share. It may encourage them to say "Hey! I am pitching tonight! Wish me luck!" and then others will see it and get interested
- A way to reach a lot of locals quickly would be to post in local slack, discord, and Facebook groups like 757 business and 757 devs. There are thousands of locals in those groups.

Judge Comments

- Great Google sheet - that helped a lot! Would love to have a space for comments in the next iteration so that I can refer back to the Google sheet and not do pen on paper.
- I thought the event went great. I would encourage you to suggest that presenters have a "presentation" or something visible as it helps to conceptualize the information they want to present.
- I would have liked more time for deliberations. Although my opinion of the top three wouldn't have changed, I would have enjoyed more time discussing the merits of the other pitches, but understood there were time constraints.

Start Core Team Comments

- Missed in person event and upbeat emcee
- Great execution of new format – virtual worked out well
- Great quality of pitches
- Judges were wonderful, very engaged and upbeat

Start Core Team Suggestions

- Continue with virtual micro pitch competitions in future, main event could be in person
- Reform committees for 2021: applicant review, marketing and sponsorship
- Feature breakouts with sector specialists during micro pitch (legal, marketing & financial)

2021 START EVENT

A new MOU must be signed and executed to move forward with the 2021 Start event series, as the current expires on June 30, 2021. The 2021 events will be hosted by the City of Newport News. A new fiscal agent must be identified.

Appendix

Attachment A: "Proposal for a Changing Entrepreneurial Landscape."

Attachment B: 2020 Budget to Actual

Attachment C: Judging Rubric

Attachment D: Press Releases

Attachment E: Start Pitchers List

Attachment F: 2020 Start Core Team

START PENINSULA PROPOSAL FOR A CHANGING ENTREPRENEURIAL LANDSCAPE

START Peninsula (Start) began in 2012 as an informal weekend entrepreneurial start-up event held in the fall and produced by the Peninsula Technology Incubator. The event host location rotates between three primary localities (Hampton, Newport News and Greater Williamsburg) because the program receives funding from the Parties in the MOU. In 2018, Start introduced year round activities to maintain momentum and to create greater public awareness of Peninsula's entrepreneurial ecosystem by encouraging early stage entrepreneurs to let themselves be known.

What's next for Start Peninsula?

Should the Parties continue doing the same main Start event format or could there be an alternative format?

Since its inception, Start Peninsula has been an annual event that takes place over a three (3) day weekend. In 2018, Start added year-round educational courses and meetup events under the Start brand. As a result of the programing's success, numerous organizations throughout the region (i.e. city's chambers, colleges, community colleges, nonprofits, etc.) now conduct entrepreneurial and business educational events throughout the year. Rather than duplicate efforts that compete with people's time (ultimately diluting the attendance), Start's resources could be directed to actions that provide a greater return on investment for the entrepreneurial community.

A common theme received from the direct feedback from Start participant's states that attendees are looking for a different approach, one that generates more brand awareness, attention, and assistance to help Start companies' standout. This is largely in part because the overall landscape of participants has matured from pitching "ideas" to "working businesses", the need for a weekend educational event has decreased. Saturday and Sunday attendance during the main Start event confirms the need to alter our approach.

The Start core team recommends a series of "Micro Pitch" competitions leading up to finals or championship pitch event that has historically been our November main event. Why consider a change? – Competitions stand out and are more recognized than educational events by people with limited time. This approach allows businesses to improve throughout the year versus "waiting until next year" to compete. Finally, this allows only the best of the best to pitch at the final event, allowing the judges to recognize winners that have demonstrated progress over the course of several months versus a single weekend.

Conceptual Proposal for a New Micro Pitch & Final Start Event Format

- 1) There would be three (3) Micro Pitch Competitions held during the year with the first in May 2020 and the others held in July and September, with the final Start event held the first week in November as it is now.

- 2) Micro Pitch events would be rotated between three localities (one in each locality per year). The final Start event would also rotate like it does now between the three localities and could be held any day of the week. The final Start event could also be held on one day instead of over a three day weekend.
- 3) Micro Pitch competitions would have up to 15 Pitchers. There would be a \$50 pitch fee, with the potential to generate up to \$3,000 from three (3) events.
- 4) Four finalists would be selected from each of the three Micro Pitch events to advance to the final Start main event held in November. A fifth place finisher would be selected as an alternate to pitch at the Final event should one of the finalist choose not to or could not attend.
- 5) As a precaution to ensure there are twelve (12) pitchers for the Final event, there would be no prizes awarded at the Micro Pitch events to the finalists unless they participate to pitch at the Final event. Each Micro Pitch finalist would be receive \$500 for participating and the alternates would receive \$200.
- 6) The Micro Pitch judges would use the Start rubric and pitchers would have three minutes to pitch and judges would have three minutes for questions.
- 7) The main event would be abbreviated since it would only be held over one day instead of over a weekend. Also, there would be twelve (12) pitchers as oppose to ten (10). The judges would use the Start rubric with five minute pitches and five minutes for judge's questions. Three (3) winners would be selected and awarded \$5,000 each instead of \$500.

3 Winners x \$5,000	\$15,000
9 Finalists x \$500	\$ 4,500
3 Alternates x \$200	\$ 600
15 Prize Awards	\$20,100

Further Considerations

- **Pitch Perfect** events have proven critical to the success and the reputation of Start. Judges and speakers consistently remark on the quality of the pitches. Therefore, Pitch Perfect would be held at least twice in advance of each Micro event to prepare applicants to compete. The cost would be \$10 to attend with the option of the fee being credited to the Micro Event fee should they choose to pitch at the event and are accepted.
- **Mentorship** has always been a part of Start and would continue to be an important part. The thought is to leverage mentor pools and that of other organizations (i.e. Start, SCORE, StartWheel, etc.).

- **Judges** are critical to the event as well. Start would continue to have a pool of qualified judges and look to enlist others and reaching out to those from 757 Pitch and 757 Angles.
- As stated above, competitions generate more interest than educational events. Having more competitions may create more opportunities for Start in terms of generating sponsors who may have previously thought Start was just a yearly event. Additionally, it may encourage the business community to become more engaged by holding Micro events at business locations generating more exposure for both parties (Ferguson has hosted events and expressed an interest to continue to support Start).
- Micro Pitches could generate more interest because there are more opportunities to pitch. These type of events help to create an "okay to fail" environment because you're given more opportunities to pitch and validate your assumptions. Those not selected have an opportunity to pitch again, and through refinement. Although no one is guaranteed to be allowed to pitch again, if they continue to participate in the Pitch Perfect events, take advantage of mentorship and the pitcher demonstrates they are really committed to the business, it would make it easier to decide whether to approve them to pitch again.
- Micro Pitch and the Start Finalist events could be held any day of the week and not on a weekend.
- The Final Start event will have an even better pool of finalists than in the past (the "best-of-the-best") since pitchers have already competed to get to the final event and will have more time to be coached, be mentored and to refine their business concept.

Final Consideration

Is this like 757 Pitch or will it compete with 757 Pitch? This is not like 757 Pitch because participants are given an opportunity to learn to pitch before hand, no prizes are awarded until the end, and there are more prizes. There is the possibility that 757 Pitch will not be financially supported by ODU in 2020.

Start could leverage or partner with 757 Pitch and leverage its social media and email lists to reach people who have not participated in Start.

Calendar Year 2020 Option 1: Educational Programing

Month	Event	Event Cost	Marketing
January	Meetup	\$ 50.00	\$ 20.00
February	Startup Mindset	\$ 50.00	\$ 25.00
March	Meetup	\$ 50.00	\$ 20.00
April	Financial Modeling	\$ 50.00	\$ 25.00
May	Meetup	\$ 50.00	\$ 20.00
June	Marketing	\$ 50.00	\$ 25.00
July	Meetup	\$ 50.00	\$ 20.00
August	Legal	\$ 50.00	\$ 25.00
September	Pitch Perfect x 3	\$ 1,050.00	\$ 75.00
October	Pitch Perfect x 4	\$ 1,050.00	\$ 100.00
November	No event scheduled	\$ -	
December	No event scheduled	\$ -	
	Sub Total:	\$ 2,500.00	\$ 355.00
	Total:		\$ 2,855.00

Calendar Year 2020 Option 2: Micro Pitch Competition

Month	Event	Event Cost	Marketing
January	Meetup	\$ 50.00	\$ 20.00
February	Startup Mindset	\$ 50.00	\$ 20.00
March	Meetup	\$ 50.00	\$ 20.00
April	Pitch Perfect	\$ 50.00	\$ 25.00
May	Micro Pitch #1	\$ 750.00	\$ 50.00
June	Pitch Perfect	\$ 50.00	\$ 25.00
July	Micro Pitch #2	\$ 750.00	\$ 50.00
August	Pitch Perfect	\$ 50.00	\$ 25.00
September	Micro Pitch #3	\$ 50.00	\$ 50.00
October	Pitch Perfect	\$ 750.00	\$ 25.00
November	Championship Pitch	\$ -	
December	No event scheduled	\$ -	
	Sub Total:	\$ 2,600.00	\$ 310.00
	Total:		\$ 2,910.00

Remainder of FY20

Month	Event	Event Cost	Marketing
January	Meetup	\$ 50.00	\$ 20.00
February	Startup Mindset	\$ 50.00	\$ 20.00
March	Meetup	\$ 50.00	\$ 20.00
April	Financial Modeling	\$ 50.00	\$ 25.00
May	Meetup	\$ 50.00	\$ 20.00
June	Marketing	\$ 50.00	\$ 20.00
	Sub Total:	\$ 300.00	\$ 160.00
	Total:		\$ 460.00

Remainder of FY20

Month	Event	Event Cost	Marketing
January	Meetup	\$ 50.00	\$ 20.00
February	Startup Mindset	\$ 50.00	\$ 20.00
March	Meetup	\$ 50.00	\$ 20.00
April	Pitch Perfect	\$ 50.00	\$ 25.00
May	Micro Pitch #1	\$ 50.00	\$ 50.00
June	Pitch Perfect	\$ 50.00	\$ 25.00
	Sub Total:	\$ 300.00	\$ 160.00
	Total:		\$ 460.00

Attachment B

Start Peninsula Budget
July 1, 2020 to June 30, 2021
As of Dec. 23, 2020

Start Funds		Actual
2020 Estimated Carryover Balance		\$ 10,592
FY21 Locality Payments		\$ 47,685
2021 Anticipated Carryover		

Revenues	Budgeted	Actual
Carryover	\$ 9,692	\$ 9,692
Locality Dues	\$ 47,685	\$ 47,685
Sponsors		
TBD		\$ -
Pitcher Registrations (1)	\$ 1,000	\$ 1,100
Total Revenue	\$ 58,377	\$ 58,477

Expenses	Budgeted	Actual
Facility Expense	\$ -	\$ -
Fiscal Agent	\$ 2,500	\$ 2,500
Food & Beverage	\$ -	\$ -
Gifts	\$ 1,000	\$ 100
Marketing	\$ 5,000	\$ 320
Miscellaneous	\$ 500	\$ 35
Pitch Perfect	\$ -	\$ -
Micropitch Events	\$ -	\$ -
Prizes	\$ 18,400	\$ 17,700
Speaker Expense	\$ -	\$ -
Start Event Management		
Arcphor	\$ 21,230	\$ 21,230
Website/logo re-brand	\$ 6,000	\$ 6,000
Total Expenses	\$ 54,630	\$ 47,885

Balance (Rev-Exp)	\$ 3,747	\$ 10,592
--------------------------	-----------------	------------------

Notes

1. Pitcher registrations - \$50 each, 20 total
2. Prizes - main event (\$15,000), micro pitch events (no more than \$1,900)
3. Miscellaneous charge was a \$35 stop fee on an issued winner check
4. \$6,000 has not yet been disbursed.

Last updated 12/23/2020

8:50 AM

12/18/20

Accrual Basis

START Peninsula! / Virginia Peninsula Chamber Foundation

Balance Sheet

As of December 31, 2020

	<u>Dec 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1005-OPNB-START Peninsula	<u>27,302.97</u>
Total Checking/Savings	<u>27,302.97</u>
Total Current Assets	<u>27,302.97</u>
TOTAL ASSETS	<u>27,302.97</u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	23,328.75
Net Income	<u>3,974.22</u>
Total Equity	<u>27,302.97</u>
TOTAL LIABILITIES & EQUITY	<u>27,302.97</u>

8:54 AM

START Peninsula! / Virginia Peninsula Chamber Foundation

Profit & Loss

12/18/20

Accrual Basis

January through December 2020

	Jan - Dec 20
Ordinary Income/Expense	
Income	
3500-Partners Contributions	
3501-EDA's Contributions	47,684.50
Total 3500-Partners Contributions	47,684.50
4000-Program Revenue	1,100.00
Total Income	48,784.50
Expense	
9400-Business Expenses	
9401-Accounting Fees-Fiscal Age	2,500.00
Total 9400-Business Expenses	2,500.00
9410-Program Expense	356.34
9420-Advertising/Marketing	24,128.76
9430-Awards	17,700.00
Operations	
Books, Subscriptions, Reference	125.18
Total Operations	125.18
Total Expense	44,810.28
Net Ordinary Income	3,974.22
Net Income	3,974.22

8:51 AM

START Peninsula! / Virginia Peninsula Chamber Foundation

12/18/20

Profit & Loss

Accrual Basis

July through December 2020

	Jul - Dec 20
Ordinary Income/Expense	
Income	
3500-Partners Contributions	
3501-EDA's Contributions	47,684.50
Total 3500-Partners Contributions	47,684.50
4000-Program Revenue	1,100.00
Total Income	48,784.50
Expense	
9400-Business Expenses	
9401-Accounting Fees-Fiscal Age	2,500.00
Total 9400-Business Expenses	2,500.00
9410-Program Expense	100.00
9420-Advertising/Marketing	10,775.00
9430-Awards	17,700.00
Operations	
Books, Subscriptions, Reference	98.84
Total Operations	98.84
Total Expense	31,173.84
Net Ordinary Income	17,610.66
Net Income	17,610.66

Attachment C

MICROPITCH SAMPLE START JUDGING FORM						
	Instructions: This rubric is used to decide who the finalists will be for the Final Pitch Competition in November? Judges should use the average of all scores as a guide and (1) chose to except the order of the averages or (2) come to a group consensus as to who the finalists will be. Judges are allowed 3 minutes to ask follow-up questions at the end of each pitch. Please reflect on the questions under each rubric of the judging criteria when rating each business pitch and when asking your questions.		Problem/Opportunity Clearly articulates a significant problem or opportunity. Problem or opportunity is relatable and relevant to the market identified.	Solution/Proposal Presents an exciting, cool, or otherwise innovative solution and describes how it can produce a sustainable and profitable venture.	Target Market Identifies a customer, and demonstrates an understanding of the size and unique characteristics of the target market.	Pitch Delivery Speaks with confidence and enthusiasm, conveys a memorable message, and makes you want to learn more.
			SCORE FROM 1 to 5 (5=Excellent, 1=Poor) 20 POINTS TOTAL			
		Company Name	Company Description	Problem or Opportunity	Solution or Proposal	Target Market
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						

	NOV. 3 - SAMPLE - START PENINSULA JUDGING FORM				
	Instructions: During the culminating pitch contest, 10 semi-finalists are invited to present their ideas and show the progress they have made over the weekend. Each semi-finalist has 5 minutes to present their business concept. Judges will be allowed 3 minutes to ask follow-up questions. Please reflect on the questions under each rubric of the judging criteria when rating each business pitch and when asking your questions.		Business Model	Validation	Execution & Design
			1) Can the idea make money? 2) Is there an identifiable marketing strategy for reaching potential customers? 3) Is there a revenue/pricing model? Is it realistic for the target market? 4) Is there an indication of what the company's competitive advantage will be (i.e. cost, differentiation, or niche strategy)? 5) Would you invest in this company?	1) Have customers been identified (demographic, location, etc.)? 2) Did the team talk to potential customers? Did they get feedback from customers and learn what customers need/want? 3) Was the team able to attract any customers/users? 4) Did the pitch articulate a potential value proposition?	1) Is there a functional product or prototype? 2) Did they present a compelling and user-friendly experience? 3) Did the pitch put forth a "next-steps" plan or identify other action items for the near future? 4) Did the presenter identify knowledge/expertise gaps in the team and discuss how they plan to fill those gaps?
			Score From 1 to 10 (10 = excellent)		
			Score From 1 to 5 in Each Column (5 = excellent, 1=Poor)		
	Company Name	Company Description	Business Model	Validation	Execution & Design
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					



FOR IMMEDIATE RELEASE

June 23, 2020

Media Contact: Laura Messer

757-253-6607; laura.messer@jamescitycountyva.gov

Start Peninsula Changes Event Format to Multiple Smaller Competitions

Start Peninsula is pleased to announce that it will return for its ninth annual year in 2020. Beginning next month, Start Peninsula will begin a series of three micropitch competitions held on July 14, September 22 and October 13. At each micropitch event, there will be four winners and one alternate winner selected. Each of the micropitch winners will be invited to participate in the Start Peninsula main event on Wednesday, Nov. 4 at the Williamsburg Regional Library, 515 Scotland Street, Williamsburg, VA 23185. Start Peninsula has been held annually in different Peninsula localities since 2012.

Early stage businesses are invited to apply to participate in a micropitch event. The first micropitch will be held virtually. A maximum of 15 pitches will occur at each micropitch event. If a business is invited to participate in a micropitch event, they must pay a fee of \$50 before the event. At the main event in November, the top three winners of the twelve pitchers will receive \$5,000 to fuel their business growth and free access to local resources. The top three winners from each micropitch event will receive \$500 to fuel their business at the conclusion of the series of events in November.

Start Peninsula builds entrepreneurship on the Peninsula and celebrates our local entrepreneurial ecosystem. The event helps develop early stage businesses – those with a product or service that is still being brought to fruition and connects those entrepreneurs with opportunities to validate their business ideas and earn capital. Dozens of entrepreneurs connect with business leaders and mentors during Start Peninsula. The event is backed by six regional Economic Development Authorities, who are eager to support entrepreneurship.

“James City County has been home to entrepreneurship since 1607. We are excited about the new format for Start Peninsula because it allows more early stage businesses to participate in micropitch events. We look forward to hearing the 12 qualified early stage business pitches in November,” said Christopher Johnson, Director of Economic Development for James City County.

In 2019, Start Peninsula was hosted by the City of Hampton at Hampton University. The winners included Atlas Quick-Clip, French Slide and Vestalyze. Since 2012, there have been nearly 250 business ideas pitched at this event.

Start Peninsula 2020 is hosted by the James City County, in partnership with the Cities of Hampton, Newport News, Williamsburg and Poquoson, and York County. For more information about Start Peninsula please visit its [website](#), [Facebook page](#) or the [FAQ page](#).



FOR IMMEDIATE RELEASE

Sept. 23, 2020

Media Contact: Laura Messer

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First Set of Finalists from Start Peninsula Micro Pitch Announced

Last night, the first set of finalists for the 2020 Start Peninsula were announced following an online micropitch competition. The finalists are 4.0 Inventions, Hottrok and AGENZ by TAO Agency. Barre by the Bay Round 2 was designated as an alternate.

- 4.0 Inventions has an intellectual patent for a new technology concept: the two-sided smartphone.
- AGENZ by TAO Agency is a talent acquisition platform that will allow individuals to find the best career opportunity for their skills.
- Hottrok is a performance-based tiling substrate that serves as a radiant heat carrier. It is the only substrate on the market that readily accepts warm wire and has both thermal and acoustic insulating properties.
- Alternate: Barre by the Bay Round 2 will be a fully infrared spin and fitness studio with spin, barre, yoga, high-intensity interval training and boxing.

Each finalist will receive a \$500 prize and allowed to participate in the Wednesday, Nov. 4 main pitch event where they will have a chance to win \$5,000 to support their business growth and they will also have free access to local resources. If a finalist is a winner on Nov. 4, they will forgo their \$500 prize. Alternates will receive a \$200 prize.

The next Start Peninsula micropitch competition will be held on Tuesday, Oct. 13. Early stage businesses are invited to [apply to participate](#). There will be a workshop on how to perfect your [pitch](#) on Wednesday, Oct. 28 at 6 p.m.

Judges included:

- Rachel Frazier, William & Mary
- Jeff Johnson, Tech Center Research Park
- Blake Luse, Ferguson Ventures

Start Peninsula builds entrepreneurship on the Peninsula and celebrates our local entrepreneurial ecosystem. The event helps develop early stage businesses – those with a product or service that is still being brought to fruition and connects those entrepreneurs with opportunities to validate their business ideas and earn capital. Dozens of entrepreneurs connect with business leaders and mentors during Start Peninsula. The event is backed by six regional Economic Development Authorities, who are eager to support entrepreneurship.

Start Peninsula 2020 is hosted by the James City County, in partnership with the Cities of Hampton, Newport News, Williamsburg and Poquoson, and York County. For more information about Start Peninsula please visit its [website](#), [Facebook page](#) or the [FAQ page](#).

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FOR IMMEDIATE RELEASE

Oct. 16, 2020

Media Contact: Laura Messer

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Second Set of Finalists from Start Peninsula Micro Pitch Announced

Last night, the second set of finalists for the 2020 Start Peninsula were announced following an online micro pitch competition. The finalists are 13b Bakery & Bistro, Opready, Stasis, Universal Cure: The Stress Reduction Program and Wave Coffee Brewer.

- 13B Bakery & Bistro is a new mobile bakery and bistro.
- Opready is cybersecurity compliance software for small and mid-sized businesses.
- Stasis is a web platform that provides daily breathing exercises to lower stress and anxiety to patients recovering from COVID-19.
- Universal Cure: The Stress Reduction Program is an evidence-based online course to teach nurses how to reduce their stress and learn coping skills.
- Wave Coffee Brewer is a coffee brewing system that works for K-Cups in a microwave oven.

Finalists will receive a cash prize and are allowed to participate in the Wednesday, Nov. 4 main pitch event where they will have a chance to win \$5,000 to support their business growth and they will also have free access to local resources. If a finalist is a winner on Nov. 4, they will forgo their cash prize.

The final Start Peninsula event will be held on Wednesday, Nov. 4. Everyone is invited to participate as an observer. You may register [online](#). There will be a final workshop on how to perfect your [pitch](#) on Wednesday, Oct. 28 at 6 p.m.

Judges included:

- Rachel Frazier, William & Mary
- Jeff Johnson, Tech Center Research Park
- Gary Behm, Local Angel Investor

Start Peninsula builds entrepreneurship on the Peninsula and celebrates our local entrepreneurial ecosystem. The event helps develop early stage businesses – those with a product or service that is still being brought to fruition and connects those entrepreneurs with opportunities to validate their business ideas and earn capital. Dozens of entrepreneurs connect with business leaders and mentors during Start Peninsula. The event is backed by six regional Economic Development Authorities, who are eager to support entrepreneurship.

Start Peninsula 2020 is hosted by the Greater Williamsburg area including James City County, the City of Williamsburg and York County, in partnership with the Cities of Hampton, Newport News and Poquoson. For more information about Start Peninsula please visit its [website](#), [Facebook page](#) or the [FAQ page](#).

###



FOR IMMEDIATE RELEASE

Nov. 5, 2020

Media Contact: Laura Messer

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Winners Announced for Start Peninsula 2020

Following two virtual micro pitch competitions and a final pitch competition, Start Peninsula is pleased to announce its three winners for 2020: [Chair One Fitness](#), [Hottrok](#) and Wave Coffee Brewer.

- Chair One Fitness is a comprehensive chair-based dance fitness program created for individuals who have complications standing or are unable to stand during a fitness regimen.
- Hottrok is a performance-based tiling substrate that serves as a radiant heat carrier. It is the only substrate on the market that readily accepts warm wire and has both thermal and acoustic insulating properties.
- Wave Coffee Brewer is a coffee brewing system that works for K-Cups in a microwave oven.

Each winner will receive \$5,000 to fuel their business growth and will receive a six month community membership to [Launchpad](#), the Greater Williamsburg Business Incubator. The virtual pitch competition included 10 participants, who had participated in previous events in September and October. The seven other participants will receive a small cash prize for their efforts. All contestants will continue to have access to and gain guidance from local economic development departments.

Pitches were five minutes with a three minute question-and-answer session with the judges. The final event included a keynote from [Safety Nailer](#), who participated in Start Peninsula 2018 and was featured on Shark Tank earlier this year.

Judges included:

- Carlton Campbell, Anthem, Inc. and the City of Hampton Economic Development Authority
- Daniel Clark, 757 Angels
- Ian Frazier, 757 Accelerate
- Rachel Frazier, William & Mary
- William Turner, Wells Fargo and the James City County Economic Development Authority

Start Peninsula builds entrepreneurship on the Peninsula and celebrates our local entrepreneurial ecosystem. The event helps develop early stage businesses – those with a product or service that is still being brought to fruition and connects those entrepreneurs with opportunities to validate their business ideas and earn capital. The event is backed by six regional Economic Development Authorities, who are eager to support entrepreneurship. Start Peninsula began in 2012.

Start Peninsula 2020 was hosted by the Greater Williamsburg area including James City County, the City of Williamsburg and York County, in partnership with the Cities of Hampton, Newport News and Poquoson. For more information about Start Peninsula please visit its [website](#), [Facebook page](#) or the [FAQ page](#).

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2020 Start Peninsula Micro Pitch Participants

	Business Name	Summary of Service and/or Product
September Micro Pitch Event	4.0 Inventions	4.0 Inventions has an intellectual patent for a new technology concept: the two-sided smartphone.
	AGENZ (BY TAO AGENCY)	AGENZ by TAO Agency is a talent acquisition platform that will allow individuals to find the best career opportunity for their skills.
	Barre By The Bay- Round 2	A fully infrared spin and fitness studio with spin, barre, yoga, high-intensity interval training and boxing.
	Biddersweet	Online invisible auction site that people can buy and sell in a streamlined manner, quickly, conveniently and confidentially. Places the waiting on the buyer, seller can see immediate offers but are expected to meet buyers basic criteria.
	Chair One Fitness	Chair One Fitness is a comprehensive chair-based dance fitness program created for individuals who have complications standing during a fitness regimen. This includes senior citizens, people with balance deficits, injuries, disabilities, or suffering from obesity. It is designed to keep individuals mobile to ensure they remain progressive in daily function and/or recovery. This program delivers a fun, musically driven, interactive, full body workout that uplifts people through dance and fitness movements.
	Hottrok	Hottrok is a performance-based tiling substrate that serves as a radiant heat carrier. It is the only substrate on the market that readily accepts warm wire and has both thermal and acoustic insulating properties. Its rigid, board-like material is easy to cut, easy to fasten and enables the tile setter to produce stunning results with less work. Hottrok is the key that will open the global radiant-heating industry to its true potential.
	Integrated VIRTUAL SOLUTIONS Corp.	Development of a 3D interactive education aide. The first application is the autism spectrum.
	On-line web casting	On-line web casting of events due to covid restrictions. Webcast weddings, meetings, birthdays, any event where participants are limited. Multi-camera capability with graphics, etc. I have over 40 years experience in the field.
October Micro Pitch Event	Positive Change	The goal of the business is to provide case management services to individuals with disabilities of all age groups. An individual must have been born with a disability or have encountered a disability at some point in their life. Services will be provided for the following: Children, Young Adults and Adults with Intellectual/Developmental Disabilities; Emergency Personnel who have sustained an injury, resulting in a long-term or permanent disability while serving in the line of duty, Active duty military who are being discharged from the military due to an injury while serving in the military and Veteran who have been medically discharged. Services will also be provided to individuals who have sustained injuries resulting in long-term or permanent disability, due to auto accidents, falls, strokes, COVID-19, sport injury etc.
	13b Bakery & Bistro	13b is a young and energetic mobile bakery and bistro. We will expand to a storefront where community members can gather for desserts, southern comfort bistro meals, and event nights. We strive to be a positive gathering place for underserved communities in our area.
	Custobee	Custobee helps online shoppers prevent package theft from happening on their porch. They provide a network of small business and delivery drivers that facilitate the final delivery of an online shopper's order. Online shoppers's would subscribe and gain access to this network.
	GreenDish	GreenDish is an soon coming food delivery app. The application and sales team will help restaurants convert to a dine in/ delivery hybrid model. The delivery aspect will be focused on eliminating plastic waste and excessive spending.
	Integrated VIRTUAL SOLUTIONS Corp.	Development of a 3 D INTERACTIVE EDUCATIONAL AIDE. First application is in the AUTISM SPECTRUM
	Natural Aid Distributors LLC	A wholesale distribution company that specializes in hemp and CBD products. They partner with independent retailers to DEFINE CBD industry potential within their stores, DELIVER premium products at discount rates, and DRIVE profits for their business.
	No Name	Streamlined yet customizable organizational app that is meant to be tailored to the unique personality, habits, and/or vitals of the user if they have a smartwatch. Users will take a test to estimate their optimal organizational layout, which is easily customizable after the fact. The vitals option will allow for determinining stressful situations to prompt short mindfulness exercises, which will lead to more productivity and wellbeing overall. Allows synchronization with fellow app users. Can be used within a household, school, organization, or even a group of friends
	Opready	TurboTax like SaaS for cybersecurity compliance for businesses without a dedicated large cybersecurity team. We are initially focusing on DoD contractors (ext. 550k+ small-mid sized) that must comply with new cyber regulations (rolling out Jan 2021 - CMMC) and get certified (every 3 years). Our platform gets organizations ready for certification by guiding users thought the requirements regardless of their cybersecurity knowledge or skills. During the guiding process, the platform generates required documentation, manages long-term compliance requirements, and provides steps to fix identified gaps based on how the user's business operates. Our process has proven an average reduction of expert labor by 87% across gap analyses, gap closures, and assessments, resulting in substantial customer savings.
	Put On Products	PUT ON products was established to explore innovation through-the-lens of product development, distribution, and the creation of digital media content. PUT ON, which is defined by sharing any form of knowledge, support, or resources in order to fuel another ones dreams, is an action/term known throughout urban culture often used in sports, music, and daily conversation . Through the distribution of high-quality products, PUT ON is led by a mission to donate up to 10% of its profits toward charitable causes, initially focused on paying college application fees for youth living in the low income areas of Hampton Roads. Far from just a product company, PUT ON will further differentiate itself from competitors by developing an in-house marketing department focused on producing original content that will engage its audience, grow its network of buyers , and nurture brand affinity. Due to 60% of millenials now receiving their news from social media and the growing distrust of traditional media sources, PUT ON's first marketing strategy that is already under development, will be to launch a digital news network that is poised to be, "The leading digital voice of constructive news for the Independent Culture."
	Stasis	Our web platform provides daily breathing exercises designed to lower stress & anxiety and rebalance the nervous system to patients recovering from COVID-19. In late July, we partnered with the leading hospital in the country on Post-COVID care, which is Mt. Sinai hospital in New York. We have a partnership with them where they can refer patients directly to us. Since August 1, we've been growing, on average, 30% WoW.
	The Entrepreneur Industry LLC	TEI is a digital gym for small businesses and their owners. Our marketplace is driven by intelligent automation+ML to facilitate the exchange of software, business processes, & social currency.
	Universal Cure: The Stress Reduction Program	Stress Reduction Program is an evidence-based, online course that includes private coaching to teach nurses how to reduce their stress AND learn healthy coping skills. It's made for nurses by a nurse of 22 years. Eventually, it will include events and retreats that will count as nursing CEUs (Continuing Education Units which are needed for their license renewal). Eventually, I would love to have versions for first responders, teachers, military, police and convicts.
	Wave Coffee Brewer	Designing and manufacturing a coffee brewing system that works with K-cups in a microwave oven. Brewer will be small enough to fit in a top kitchen drawer and light enough to take along when traveling. System will be ideal for people with limited counter space, office workers who prefer their own flavor coffee pods, as well as people traveling who prefer not to use hotel drip coffee makers.

Yellow denotes finalist for November

Start Core Team

- Daniel Girouard, City of Hampton
- Laura Messer, James City County
- Sam Workman, City of Newport News
- Charity Gavaza, City of Poquoson
- Yuri Adams, City of Williamsburg
- Melissa Davidson, York County
- Tim Ryan, President of Arcphor (contractor)

ITEM SUMMARY

DATE: 1/19/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Director's Report

ATTACHMENTS:

	Description	Type
	Director's Report	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	1/12/2021 - 5:25 PM

MEMORANDUM

DATE: January 19, 2021

TO: The Economic Development Authority

FROM: Christopher M. Johnson, Director of Economic Development

SUBJECT: Director's Report, December 2020-January 2021

Greater Williamsburg Small Business Relief Fund - Staff continues to support the Board of Supervisors' allocation to the Greater Williamsburg Small Business Relief Fund. The allocation has directly supported more than 120 County businesses.

Comprehensive Plan - Staff met with Planning Division staff to discuss proposed revisions to the Economic Development section of the Engage 2045 Comprehensive Plan. The next round of community participation began on Jan. 11. <https://jamescitycountyva.gov/3809/Round-3-Engagement>

2021 Pure Silk Championship - Staff met with the staff from the Pure Silk Championship regarding the 2021 event. At this time, it appears there will be very limited opportunities for spectators due to the ongoing COVID-19 Pandemic.

James City County Marina - Staff continues to support Parks & Recreation with projects at the James City County Marina and at Jamestown Beach Event Park.

Staffing - Staff conducted interviews for the Economic Development Administrative Coordinator position.

Staff continues to engage in meetings with prospects for the James River Commerce Center.

Regional Events/Initiatives:

- Staff participated in a Williamsburg-James City County Schools 21st Century & Career Ready Advisory Committee Meeting.
- Staff hosted and participated in the final Start Peninsula 2020 meeting and the annual report was finalized.
- Staff has participated in multiple conference calls regarding COVID-19 including:
 - Monthly Virginia Tourism Corporation call; and
 - Weekly Greater Williamsburg Partnership call.

News:

- Chesapeake Payment Systems (CPS) has announced [renovation of the former Farm Fresh](#) located on Norge Lane. CPS has been located in New Town since 2014 and in 2018 it expanded its current space's footprint. CPS includes the merchant services team, offers credit card processing, and point of sale solutions to businesses.
- Navien, Inc. was featured in [Site Selection Magazine](#).
- There continues to be great press about the more than 120 County businesses that have received Virginia 30 Day Fund grants.
 - *Virginia Gazette*, Nov. 11: <https://www.dailypress.com/virginiagazette/va-vg-supervisors-covid-19-1114-20201112-cbg6tuwn2rer5cfg7tbhj7v6lm-story.html>
 - *WYDaily*, Nov. 14: <https://wydaily.com/local-news/2020/11/14/100-small-businesses-in-james-city-county-receive-coronavirus-financial-relief/>
 - *Virginia Gazette*, Dec. 21: <https://www.dailypress.com/virginiagazette/va-vg-smallbiz-relief-1223-20201221-2pcj3364fzd3xpvl623phazv4-story.html>

CMJ/nb

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